

COUNTER CULTURE DIRECT TRADE TRANSPARENCY REPORT

COFFEE NAME	LAST VISITED	VISITED BY	FOB PRICE	CUPPING SCORES	PURCHASED SINCE
Finca Nueva Armenia	3/2013	Tim	3.10, 3.40	88 Main lot 89 Gemelos 90.5 Goto	2003
Concepción Huista	3/2013	Hannah	2.59 to 2.82	89	2010
Finca Mauritania	1/2012	Tim	5.18	87	2004
Finca El Puente	3/2013	Tim	3.25	85.5	2005
La Golondrina Microlots Gloria Tejada and Nixon Tobar	1/2013	Kim Elena	3.50 4.39	86 87 88	2006
El Gavilán	9/2013	Kim Elena	3.10	86	2011
Valle del Santuario Microlots Moisés Vicente and Bartolo Concha	10/2013	Hannah	3.20 4.10 4.10	86.5	2007
Haru	3/2013	Tim	3.05, 3.55	92	2010
Idido	3/2013	Tim	3.05, 3.55	94	2010
Biloya	3/2013	Tim	3.05	92	2011
Mpemba	3/2013	Tim	3.17	90	2002
Tsheya Kuungu	3/2013	Tim	3.48	89 91	2012
Baroida	8/2012	Tim	3.20	86	2010
Nueva Llusta and Justina Ramos, Pedro Quispe, Irene Gomez, Luis Huayhua, Dionicio Quispe	8/2013	Hannah	2.72 to 4.00	86.5, 89 91.5 Ramos	2004
Union el Triunfo Microlot Genaro Perez	3/2013	Hannah	2.39 2.76	87 87.5	2012
Proisch	3/2013	Kim Elena	1.81	87	2011
Las Milpas	3/2013	Kim Elena	1.69	87	2011

***** HOW TO READ THE TABLE

COFFEE NAME The name of the farm, small-farmer cooperative, or, in some cases, a name developed in conjunction with the farmer or cooperative to represent the coffee.

LAST VISITED Part of our commitment to Direct Trade is frequent, personal visits by Counter Culture staff, in addition to ongoing contact via email, telephone, and teleconference. The intention of personal visits may be to arrange business for the following year, address problems or successes from the previous year, or simply to deepen personal relationships and understanding between Counter Culture Coffee and coffee farmers worldwide.

FOB PRICE FOB stands for "Free On Board," and represents the price paid for a coffee at the point of export, when it is ready to be loaded onto a ship at port. The most common way to express price paid for coffee, FOB represents the price paid after farming, processing, milling, and preparation for export, but before overseas shipping, importation, and overland transport. The New York "C" market price is expressed in terms of FOB, as is the Fairtrade Labeling Organization's minimum price. This price can create some confusion, as the price paid by the roaster for "landed" (i.e. imported) coffee will be significantly higher than the FOB price.

CUPPING SCORES We cup each coffee for quality control purposes during the harvest, before export, upon import, and throughout the year. The cupping score represented here is the cupping score at point of export, just as the FOB price is the price at point of export, and it is therefore only a snapshot of the coffee's true quality and taste value.

PURCHASED SINCE Our goal is to build long-term, durable, mutually beneficial relationships with our producer partners. The duration of these relationships is a good indication of their sustainability.